

# A Milestone Performance In Television Measurement

Contributed by Ipsos  
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## TV Dailies Marks 250 Weeks of Measuring Programming Success

For 250 consecutive weeks, TV Dailies has consistently delivered unique insights to aid underlying business decisions for the programming and marketing of television programs – a key milestone for the Ipsos OTX MediaCT syndicated tracker.

Proving itself as one of the most valued television trackers in the industry, TV Dailies has expanded from 2 to over 30 client users in less than five years.

“In those 250 weeks, TV Dailies has provided the television and entertainment industry with a much sought after currency for measuring the market effectiveness of new and returning television programs and events,” says Bruce Friend, President, Ipsos OTX MediaCT. “Decision makers across every spectrum of the television business have come to depend on TV Dailies for making informed and strategic decisions about the future of television.”

“TV Dailies is becoming a key component in our marketing media plan decision making process. Working closely with the TV Dailies team at Ipsos OTX MediaCT, we are developing key insights into the effectiveness of our marketing and promotional campaigns among our target audience,” says Dinesh Mathew, Senior Director, MTV Strategic Insights & Research. “In addition, we are utilizing TV Dailies’™ wealth of historical data to give us better benchmarks for future campaigns.”

Each week TV Dailies interviews over 3,000 respondents ages 13 to 64.

With over five years of historical data and a state of the art reporting portal, television and studio executives have 24/7 access to data available the day after fielding.

Data collected can be cut by a variety of demographic and psychographic attributes including age, gender, ethnicity, network viewership, genre fans, income, education and can be looked at by any local market or combination of markets.

TV Dailies is a proven and effective tool for forecasting in-market performance of programs.

Post premiere, TV Dailies offers executives and producers an opportunity to get instant feedback on their programs, including an overall evaluation, future intent to view as well as a net promoter score.

In addition to awareness and intent to view metrics, TV Dailies measures brand attribution, buzz and sources of awareness, as well as intended viewing methods such as DVR, VOD and mobile.

“Consumers today are exposed to hundreds of advertisements for television programs each week across many platforms, and TV Dailies allows network executives to track not only how well they are breaking through the clutter but is also designed to show the effectiveness of the marketing in generating interest among potential viewers,” says Ben Spengel, Product Manager for TV Dailies. “For the past 250 weeks, TV Dailies has delivered on that promise and will continue to do so as a key component of the Ipsos OTX MediaCT suite of research solutions.”

### About Ipsos OTX MediaCT

To learn more, please visit [www.ipsos-na.com/media](http://www.ipsos-na.com/media).

### About Ipsos

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